

The most beautiful, effective and interesting books being produced these days are on disk, not on paper.

No matter how cheap the hardware gets, CD-ROM publications will always be pricey: 600 megabytes of editorial product will always cost big bucks.

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Additional information about this topic is available from the ELECTRIC PAGES interactive fax server. To retrieve the EP catalog, have your fax number ready and dial 1-718-499-1936 from any touchtone phone. Request page 1000, the catalog of available pages. The MULTIMEDIA 95 password is METRO (63876). After July 1, 1995, access the EP World Wide Web site at www.electric-pages.com

CD-ROM Publishing: Opportunities & Challenges

Millions of pages of print are migrating to new interactive media delivered on optical disks, local area networks, cable TV and fiber optic data lines. Smart publishers in every segment are taking advantage of these tools to craft a new generation of interactive publications that are customized to the needs of each reader.

CD-ROM BASICS

- CD-ROM: Compact Disk, Read-Only Memory
- 676 megabytes/
120,000 magazine pages/
600 paperback novels/
72 minutes of television
- Mac and MPC standards
- CD-I: CD Interactive
- CD-R: CD Recordable
- Kodak PhotoCD

COUNTING HEADS

- U.S. installed base:
1993 7.2 million drives
1994 15 million drives
- 5,000+ commercial titles
(250 in 186)
- 70-80 million copies in print
- 15,000 Nautilus subscribers
800,000 disks per year
- 500,000 Comptons & Groliers
400,000 San Diego Zoo disks
- 120,000 PC Magazine CD
- consumer titles: <10,000
- business titles: 100 to 1,000

PLATFORM ISSUES

- Mac authoring
- MPC playback

CD-ROM AUTHORIZING

- Developing the database
- Pre-mastering and testing
- CD-ROM pressing
- Desktop CD-ROM publishing

CD-ROM APPLICATIONS

- Text and numeric databases
- Spreadsheets
- Illustration
- Multimedia
- Direct response
- Retailing
- Shovelware
- Telecom and print links

MULTIMEDIA DATA TYPES

- Typography
- Illustration
- Photography
- Sound
- Animation
- Video: DVI, QuickTime, Video for Windows, Indeo
- Software/Compound Docs

ACROBAT ELECTRONIC PAGE DESCRIPTION LANGUAGE

- Converting electronic text
- Creating structured documents and SGML databases